


# WE Health Capsule



 EIT Health is supported by the EIT,  
a body of the European Union

As part of the **EIT HEALTH** RIS Programme

## **WE HEALTH CAPSULE: Empowering Women in Health Innovation**

**Thursday 19<sup>th</sup> November 2020, 15.00-19.30, online event**

**Registration till 17<sup>th</sup> November 2020 [here](#)**

The aim of the event is to strengthen practical knowledge of women who are engaged with healthcare innovations. We are welcoming women from the RIS countries (listed below)\*, who have an innovative health or healthcare related idea that they would like to develop, or who already lead a team or a start-up working on breakthrough products or services that will improve the health of citizens.

\*Eligibility - We are welcoming women from the EIT Health RIS countries: Croatia, Czechia, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Slovakia, Slovenia.

### **AGENDA**

	<b>Thursday, 19<sup>th</sup> November 2020</b>
14.50 – 15:00	Participants access to the virtual space
15.00 – 15.15	<b>Welcome to the WE Health Capsule</b> EIT Health InnoStars & IESE Barcelona

15.15 – 16.30	<p><b>Innovating and Co-creation in Healthcare: How woman leadership style makes you successful in healthcare innovation?</b></p> <p>Co-creation, in business refers to a product or service design in which input from consumers plays a central role from the start to the end. In any case of healthcare innovations the role of the patients, finally consumers, is fundamental. How Co-creation works will be shown during a case study.</p> <p>Case: Pina Bausch: Leadership as collective Genius</p> <ul style="list-style-type: none"> <li>• If you were a manager, would you hire Pina Bausch? If so, why? And if you were Bausch, would you want to take over as the director?</li> <li>• Who ‘made’ Bausch’s career and how?</li> <li>• What were the characteristics of Bausch’s leadership style and how were they developed? Are those characteristics universal?</li> </ul> <p><a href="#">Magda Rosenmöller</a>, IESE Business School (Barcelona)</p>
16.30 – 16.45	<b>Break</b>
16.45 – 18.00	<p><b>Powerful Communication: See me &amp; Stage Impact</b></p> <p>Practical elements in business communication which help you to win teammates and partners, build up collaborations, acquire money resources.</p> <p>Action Learning Session  <a href="#">Olivia Schofield</a>, Spectacular Speaking  International Award-winning speaker</p>
18.00 – 18.15	<b>Break</b>
18.15 – 19.15	<p><b>Inspirational Women &amp; Success Stories</b></p> <p>Honest speeches: business development and the person behind</p> <ul style="list-style-type: none"> <li>- Maya Zlatanova, CEO, FindMeCure, Bulgaria</li> <li>- Nina Sesto, Director of Information Technology, Private Clinic Magdalena, Croatia</li> <li>- Monika Paulé, CEO, CasZyme, Lithuania</li> </ul> <p>Speeches will be followed by free discussions between the audience and the speakers about succeeding in the healthcare innovation sphere.</p>
19.15 – 19.30	<b>Closing</b>

Language of the event: English

Organizer is EIT Health InnoStars. More information: <https://eithealth.eu/in-your-region/innostars/>